

Gimbel Brothers

Store Opens at 8:30

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Store Closes at 5:30

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Friday, April 6, 1917

You Have Seen! Gimbel Service is Different and Best

Wave aside intention, protest-claims; wave aside anything and everything that obscures fact.

Year in and year out the Gimbel Store persistently and consistently has led in value-giving—and not through smirk posing of running a store for the love of the public. Good service isn't born or maintained by "bein' as it's you" methods.

Merchandising is applied science and a store can be driven on safe, sure lines, as well

as can be a factory or bank.

It is a question of deciding on methods and then holding to those methods. It would be as foolish to wobble as for a tight-rope walker to lose his poise.

The Gimbel Store's goal is vast volume of business—and it is winning the goal by winning the public. And there is only one real way to win and hold your favor; to serve best, in everything that goes toward giving you satisfaction.

Easter Millinery *Fullest Preparation We Ever Made—Especially in Hats at \$5 to \$18.50*

Flare brim hats—perfectly fascinating! Newest sailors with straight or upturned brims. Transparent hats. Shiny straws.

Hats in Every Popular Color—in Black—in Black With Colors

Flower-trimmed hats—how well they go with Flower-gay Easter! Wing and ribbon-trimmed hats—smart as smart can be. Hats with ostrich edgings and bandings.

At \$5, \$6, \$7.50, \$8.50, \$10, \$12.50, \$15, \$16.50, \$18.50

And a "Special" at \$8.50 of Ostrich-Feather Hats in New Shapes

When the feathers match, the brim-facing contrasts. —Gimbels, Millinery Salons, Third floor

In the "Easter Annex" or The Thoroughfare, First Floor, Hats, \$5, \$7.50

From the Best Three Mills in America

Women's Silk Stockings

at \$1.15, \$1.75 and \$2.25

In every shoe-matching shade and street-shade that you'll see on the Boardwalk Easter Sunday.

Qualities are right. Good range of sizes.

At \$1.35 and \$2

Novelty styles, "drop-stitch" styles, stripes and "fancies." Special preparation, besides, at \$1.15, \$1.50 and \$1.75 for the women who want very good white or black silk stockings.

Special preparation in grays, too—and putty, champagne and "Palm Beach sand"—at 65c, \$1.15, \$1.75 and \$2.25.

At 65c Black, White and Over Fifty Colors. Stockings and Socks for children—at 25c, 35c and 50c. Children's silk Stockings, at 50c to \$1.25. —Gimbels, First floor.

For Easter—New Color-Touched

Crepe Collars

For Women

Fashioned of white Georgette crepe. Back of collar decorated in quaint designs formed of silk threads in color-blend of blue-and-gold, green-and-gold and green-and-red. Collar is hem-stitched all around; \$2.

Collar-and-Cuff Sets of sport-tussah in oyster white, trimmed in cream filet lace; square collar and new pointed cuffs. At \$1.50 a set.

Dainty Collar-and-Cuff Sets of white net edged in two fluted ruffles of point d'esprit. At \$1.50 a set.

Vestees of Georgette crepe; square back collar has four wide tucks; tiny pearl buttons trim the front. At \$2.25. —Gimbels, Neckwear Store, First floor.

Last Call for Easter—Many Brand New Arrivals Women's : Misses' and Girls' Coats : Suits and Dresses



Low prices against lovely styles—each big value!

Women's and Misses'

Suits of taffeta, velour, serges, fine poplins, gabardines, checks and mixtures, at \$12.95, \$14.90 and \$19.75.

Coats of poplin, gabardine, velour, serges, mixtures, tweeds and English coatings, at \$9.75, \$12.75, \$15 to \$25.

1000 Confirmation Dresses and Coats for Girls

Net Dresses, also lingeries, organdies, voiles and a great variety of lawns.

At \$1, \$1.50, \$1.95, \$2.95, \$3.95, \$5—Up to \$10

Coats—for ages 4 to 14 years and 13 to 19 years—velour checks, plain-color velour, serges, checks, plaids, mixtures and silk poplins—best new colors—

at \$2.95, \$3.95, \$5, \$5.95, \$7.95 to \$10.95

—Gimbels Subway Store.

Organdie Suit \$14.95
Gardine Suit \$5.95

Be Early Tomorrow—for Boys' Easter Suits

Contrary to expectations of many, last-day-before-Easter choosing of the boy's new suit (or overcoat) will prove easy and a pleasure too—

The "Just In" Latest Styles Await

These \$10 Norfolk Suits (with extra knickerbockers) at \$7.50—pinched-back models with three-piece belts—for ages 7 to 18 years.



These \$12.50 Norfolk Suits (with extra knickerbockers) at \$10—fancy tweeds and cassimeres—either pinched-back, or yoke-back or plated-back styles, for ages 8 to 18 years.

These Blue Serge Norfolk Suits at \$10—"nobbiest of the nobbiest" patch-pocket models with three-piece belts, for ages 8 to 17 years.

Boys' First Long-Trouser Suits, \$15

Boys' \$7.50 Reefers or Top Coats at \$5

Newest models in blue serge and fancy tweeds.

Blue serges, covert-cloths, fancy tweeds and shepherd checks.

—Gimbels, Third floor.

Misses' Top Coats and Dresses

Will Be Prominent in the Easter Promenade

A season for top coats and dresses for the young miss—so says Paris. At Gimbels—every demand of fashion is fulfilled.

New Arrivals Make the Showing for Saturday Wonderfully Varied and Complete

Spring Top Coats in a host of styles—Empire effect or full ripple; some give a fitted appearance. Collars in the popular variations, but all are large. As to pockets, there is no curbing them! Of velour, checks, poplins and gabardines.

With Prices \$15 to \$47.50

And every conceivable shade—such as taupe, gold, shadow lawn green, robin-egg blue, mist, pearl, rose and green. In 14 to 20-year sizes.



Prettiest Easter Frocks at \$10 to \$59.75

Taffeta and Georgette crepe—the favorite fabrics—in some instances they are combined. Straight lines are featured. Any wanted color.

Charming Confirmation and Graduation Dresses, at \$7.50 to \$55.

Smartest Tailored Suits at \$15 to \$85

Suits of distinction—many are copies of imported models. Sports and dress fashions. All shades.

Girls' Coats at \$5.75 to \$25

Delightful Easter fashions for girls of 5 to 15 years.

Girls' Coat, at \$16.75. Misses' Coat, at \$25 years.

Top Coats of velour checks with deep convertible collars, at \$7.95. For ages 8 to 15 years.

Coats for the little girl of 5 to 8 years, at \$8.95. Of silk poplin in semi-Empire effect.

Dress Coats of taffeta in high colors, at \$13.75.

Other models, at \$5.95, \$7.50 to \$16.75.

At \$16.75 are smart Dress Coats of poplin with deep collars inlaid in silk; shirred pockets; all-around strap belt. In navy blue, reseda and bisque. For ages 8 to 15 years. Style as pictured.

Taffeta Dresses for Growing Girls

In Copenhagen, rose, navy blue and green. Straight lines or waist models. Many show fancy pockets. At \$10, \$13.75 to \$25. For ages 10 to 16 years.

Girls' white lingerie Dresses, at \$3 to \$19.75.

—Gimbels, Salons of Dress, Third floor.

The Easter Veil

It may be a new Vision Veil. These in black, brown, taupe and navy, at 50c a yard.

At 35c a yard, value 50c, are Mesh Veilings in scroll and floral designs. In black, brown and taupe. —Gimbels, First floor



Young Men Are Enthusiastic About the New "Belt Around"

Suits and Overcoats



Exclusively at Gimbels

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in Society Brand Suits and Overcoats at \$20 to \$40

Selection at Gimbels is broadly comprehensive of the country's best—and, besides these two famously fine makes of clothes, other approved makers are represented at \$15, \$17.50, \$20 and up to \$30 for Spring Suits and Overcoats.

A SPECIAL—\$25 Belt-around Overcoats at \$17.50; quarter silk-lined; shown in flannels (blue, brown, green); tweeds, chevits, knitted fabrics, covert cloths.

A SPECIAL—Gimbel demonstration in value giving, in these Suits and Overcoats at \$15

—Gimbels, Second floor, Ninth Street.

Men's HATS for Easter



The military effect is what is sought this spring—and as the military hat is the soft hat, the soft hats have the call. But all colors are good, not necessarily the khaki-color; bands are narrow or wide, as you please, and the majority match the hat in color, though there are contrasting effects aplenty.

If it's a cutaway suit you purpose wearing, the correct hat is the silk topper; \$6 and \$8.

Men's Lenox Hats, at \$3 and \$3.50. Soft and stiff.

Stetson Hats, at \$4 and \$5. Soft and stiff.

The Gimbel Special, at \$2.50.

The "Dependo," the best \$2 Hat.

Men's Caps, at 50c to \$3.

Boys' Tweed Hats, at \$1, \$1.50 and \$2.

Boys' soft felt Hats, at \$2.25.

Little boys' Tams, at \$1.50 to \$3.

Little boys' Straw Hats, in black, brown, blue and white, also combinations, at \$1 to \$3.50.

Boys' Panamas, at \$3.50 and \$5.

Boys' Caps, at 50c to \$1.50.

—Gimbels Men's Hat Store, Market and Ninth, First floor

Ready for Easter—Subway Store

TAN Shoes for Men—\$4.50

The Easter Shoe! Nobby last, narrow toes, low broad heels, welted oak soles. All sizes.

Women's Boots for Easter—\$4.50

Dainty refined, distinctive—and at moderate price—Soft white Nubuck, plain toe or imitation tips; patent-leather; gray kid with high tops of cloth to match; black kid vamp with white tops; long vamps, high and low heels. All sizes.

White Shoes for Misses and Children at \$1 to \$3.50

—Gimbels, Subway Store.

Women's New Waists of Habutai Silk; Value \$3.90, at \$2.95

White and all the new shades.

1000 New Waists—Special at \$1 each

—Gimbels, Subway Store.

Men's and Young Men's "Easter" Suits—Fine Pickings at \$10, \$12.50, \$15

Excellent selection—snappy styles and conservative styles, correct in line and "tailored" to hold permanently.

Colors and patterns were chosen by experts; shown in this excellent variety.

Dressy Suits, too!—in serges, cassimeres and worsteds in wanted blues, browns and grays.

—Gimbels, Subway Store.

Boys' Blue Serge Norfolk Suits at \$5 to \$6.50

All-wool, fast dye; all seams reinforced; full-lined trousers, for ages 7 to 17 years.

Boys' Dressy Norfolk Suits, \$5.65—with extra trousers—full-cut and lined, for ages 7 to 17 years.

Boys' Wash Suits—complete new lines, at 85c to \$1.50.

—Gimbels, Subway Store.

Gimbel Brothers MARKET : CHESTNUT : EIGHTH : NINTH